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after market, please visit www.HowToDoubleYourBusiness.com.*

Russell Wright: Hi folks, Russell Wright from www.ThemeZoom.com and I'm incredibly excited about this interview. This is an interview with *Dr. Glenn Livingston*, hi Glenn.

Dr. Glenn Livingston: Hi Russell, how are you?

Russell Wright: Excellent. I've talked a little bit about Glenn inside the forum, on other calls with our members at *Theme Zoom* and the reason I am so excited about this interview is we've talked from the very beginning about market research driven keyword research. The fundamental confusion that most of my students have is the difference between market intelligence and keyword research. Since this is one of my cornerstone teachings, when I found somebody who taught very prolifically along those same lines, I didn't feel like I was alone anymore in trying to bring those concepts to market. I have to say, when I sat down and watched, pretty much, what would you say, there are about 18 hours of DVDs in your package.

Dr. Glenn Livingston: There's 41 hours of material in the package.

Russell Wright: Something like hour 20, I started to realize that you really have a huge amount of expertise in the area of marketing intelligence. So let's talk a little bit about your background.

Dr. Glenn Livingston: Sure.

Russell Wright: Tell me a little bit, about where you came from and obviously, I'm on your website, which is your corporate site and it says you have a PhD in clinical psychology?

Dr. Glenn Livingston: Yes, I do. I actually come from a family of seventeen psychologists, my mom and my dad and my sister, my uncle, my aunt. You really don't want to come to a family reunion.

Russell Wright: Plus you have a background in market research on top of that.

Dr. Glenn Livingston: Yeah, I didn't really plan that, like everybody, I kind of fell into it. I was in graduate school and I fell in love with a woman who was a marketer. She was actually a focus group moderator for large companies. Long story short, I had to teach a course in graduate school to get through, called the multi variant modeling of human behavior, which sounds really fancy, but what it meant was, we were figuring out how to encode things that were traditionally just part of an empathic perception.

Russell Wright: Mmhmm.

Dr. Glenn Livingston: The real guts of relationships and how to put those into predictive formulas and Sharon was doing focus group research for large companies and what she specialized in, because she was a psychologist also, was understanding the types of motivation, thoughts and feelings people had that got attached to product features. It was all very qualitative, artistic and really quite beautiful. But when the research was done, *Proctor & Gamble* or *Bausch & Lomb* or someone was going to roll out a ten or twenty million dollar advertising campaign, they would say, but we want numbers.

Russell Wright: Mmhmm

Dr. Glenn Livingston: Traditionally the way that numbers were put onto those types of findings were with checklist survey type things. So, check off the seven reasons why you use the American Express card. It just eliminated all of the soul of things. I got involved in developing protocols, where you didn't have to ask people directly and you could observe and infer what was motivating them to purchase. So then, I wound up doing a lot of corporate consulting too. I hope that wasn't too long winded of an answer.

Russell Wright: No, that's incredible. Basically, you brought a lot of the emotional intelligence to a very sterile survey processing.

Dr. Glenn Livingston: Yeah, emotional intelligence with a quantitative base.

Russell Wright: With a quantitative base, that's, that's really honestly right up my alley. I mean, I just love behavioral research and I talk a lot about it with my group. That there's been a lot of discussion lately about behavioral indexing, rather than just keyword indexing or just market intelligence in general. You know, we've had a lot of conversations about how Amazon is really the first online organization to really track effectively and have a massive database of why people buy things emotionally. People who purchase this, also purchase that. It's very similar to the stuff that you talk about in your DVDs.

Dr. Glenn Livingston: People vote with their wallets, ultimately. Part of what I talk about in my DVDs is that, I think that there are really four quadrants of a marketing research. Four different angles that you can take when you're trying to understand purchasing behavior and I think a large part of what you need to look at is, what people do because there's always a gap between what people say and what they do.

Russell Wright: Mmhmm.

Dr. Glenn Livingston: So, I would never want to discount that as part of thoroughly researching a market, but I've actually found a path to power, which does initiate with what people say. Because, let's say you're split testing two different variations of a sales letter and you find that that one headline does better than the other one. Well, what you don't know is what specifically was it about the headline that made it do better? What conversation or archetypical story are you matching in the person's head that is really pulling on their heartstrings?

Russell Wright: Yes.

Dr. Glenn Livingston: What's the best place for you to go next?

Russell Wright: Right.

Dr. Glenn Livingston: Yeah.

Russell Wright: Like why does one-word increase sales by 30-50%? It's incredible.

Dr. Glenn Livingston: Right, one answer to that is who cares, just put up the page.

Russell Wright: Exactly {chuckles}

Dr. Glenn Livingston: The second answer Russell is, if you put it up and you get the 30% response, but you really know why it worked better...

Russell Wright: Mmhmm.

Dr. Glenn Livingston: Well then, you can propagate that mood and tone in that message across all of your market.

Russell Wright: Exactly, that's basically our philosophy as well. Interesting, I'm going to move on to one of these questions, tell me about a few of the markets that you're into, so that Theme Zoom members can kind of get a feel for transition from your corporate, obviously pretty high end experience with survey and psychology. Bridge the gap for us as to how you got involved with the online internet marketing community. On one of your DVDs I saw the number of niches that you're actually covering in, joking around, I would not really want to be competing with you. Anybody who's seen your survey system and seen your overall market intelligence or niche mining system would

know what I'm talking about. I wouldn't want to be anything other than in a joint venture with you. {chuckles}

Dr. Glenn Livingston: I appreciate you saying that. One of the things I've found is that it actually helps me to be public because people approach me for joint ventures.

Russell Wright: What are you working on now and what is your favorite market or one of the favorites that you're in now?

Dr. Glenn Livingston: Okay, I'll complete the transition and I'll tell you why I was particularly interested in joint venturing with you in coordinating with what you're doing in Theme Zoom, my expanding and how I wound up in all these niches and why I don't really think of myself as a niche marketer overall, but everybody else does.

Russell Wright: Mhmm.

Dr. Glenn Livingston: So, the short story, how did I get from being a psychologist and working as a corporate consultant to being an internet marketing guy and running all these niches is 2001, I was doing corporate consulting, I had a very full practice and I kind of wound up specializing with adolescents. What both of my jobs had in common was, they were extraordinarily high risk. I was doing a job with Bausch & Lomb, which is hopefully going to become the universal platform across country for them and they are really relying on you to give them some solid advice. You do a lot of research before hand. What you're working with somebody that's suicidal, you spend an awful lot of time researching exactly what they're thinking and feeling and what support systems do they have. What's lead them to this point? What are they trying to accomplish? Where do they feel frustrated? And you research, research, research before you make a move, before you make any recommendations at all.

Russell Wright: Right.

Dr. Glenn Livingston: I was doing very well in both of those endeavors. I never lost anybody and I had all these corporate clients and got kind of a swelled head. Then just before 2001, when my wife and I decided to invest everything we had into a high-tech conference center, which was tied to the focus group industry, which itself is tied to the airline industry.

Russell Wright: Right.

Dr. Glenn Livingston: We didn't do any research. So not only did we deal with the 2001 crash of the airline industry, because of what happened with 9/11, but we had spent way too much and had way too much overhead on a monthly basis to make it profitable in the first three years. I found out that it's possible to lose 2 million dollars, if you only put up a few hundred thousand dollars. {chuckles}

Russell Wright: Yep.

Dr. Glenn Livingston: I didn't know that. It wasn't fun. The gist of it was, I wound up with this opportunity to remake myself. I said to myself, okay, I had to take a sabbatical from my practice and I had to manage a big crisis and when it was all over and I could remake myself. I said, what I really want to do is kiss all my clients goodbye, because as much fun as it was, corporate consulting, it kind of ate me alive.

Russell Wright: Right.

Dr. Glenn Livingston: I had to fly back and forth to Japan for a day and no matter how much they paid me, it wasn't enough to live that lifestyle. As much as I loved being a clinical psychologist, the truth was, that I was kind of exhausted worrying about all of my patients all of the time. I said, what if I could take the depth of understand I have achieved in all the years of this psychological and consulting work and develop my own products and services and what if I could work out on the internet so they are all automated systems and I leave this dollars for hours world behind me.

Russell Wright: Mmhmm.

Dr. Glenn Livingston: You know, the internet dream. I went out and I hired *Jonathan Mizel* and *Perry Marshall* and I Just started paying for coaching from the best people that I could find.

Russell Wright: Mmhmm

Dr. Glenn Livingston: They said, why don't you take your research knowledge and start researching these keyword niches and see if you can use the survey them and sell them model to go out and dominate some of the niches?

Russell Wright: Mmhmm.

Dr. Glenn Livingston: And that's how I wound up doing this. So I would look for niches with at first, not a lot of competition and then as I got more confident, more and more competition. I started with guinea pigs and people know me as the guinea pig dude online.

Russell Wright: Yes, definitely.

Dr. Glenn Livingston: I built that up to a couple of thousand a month.

Russell Wright: {laughter}

Dr. Glenn Livingston: Tried it with rabbits, same thing and pygmy goats. I was going into one niche after another, first with small animals and then with large expensive animals, like alpacas.

Russell Wright: Sure.

Dr. Glenn Livingston: Then I wanted to see if I could make this work across a variety of unrelated markets, like body language and sudoku, waster water management, disability, life coaching and at that point I was kind of getting excited that it wasn't so much about the niches and what the niches were doing for me. Although, you know, I was doing a few hundred thousand dollars a year at that point. It was exciting to me to see the formula developing because I was drastically enhancing what people might know as the *Under Achiever Method*.

Russell Wright: Mmhmm.

Dr. Glenn Livingston: Which by the way, I think *Frank Kern and Ed Dale* are some of the best educators, particularly newbies, about the survey and sell them process around. But there are twenty things that you can borrow from the world of professional marketing research that large companies are doing and from the world of psychology research. There are twenty things that you can do to put that on steroids squared and that's what I did.

Russell Wright: yeah, definitely you did. {chuckles} Interesting, lets just jump right into where, what you do and what I do overlap. Let's take a look at keywords, as opposed to market intelligence. Did you have an experience when you first got online and you first started working with Perry and Jonathan and some of these heavy hitters and super-affiliates, did you immediately grasp that the internet marketing didn't really have a grasp on market research in the larger sense, but confused keyword research for market research.

Dr. Glenn Livingston: It's actually something that I feel that you are clarifying for the market as a whole.

Russell Wright: Mmhmm.

Dr. Glenn Livingston: Something that I'm just coming to understand more recently. I can tell you that I've always known that there's a difference between the intelligence behind the keyword and the keyword itself. There's information in every keyword that people type. But, the conversation in peoples head, behind the keyword is what's most powerful from a marketing perspective. Is that what you mean?

Russell Wright: Exactly, I'm going to quote something that you said in one of your videos verbatim if you don't mind.

Dr. Glenn Livingston: Sure.

Russell Wright: Because I thought, it was incredibly powerful. You said in a unique way what I have been talking to my students about, my clients as well. You said that, this is you talking on the video, the key differences in what I do and search engine

optimization that most marketers when they gather keywords, are looking for keywords with the least competition. They try to gather thousands of long tail phrases and keywords that have little competition, so they can get traffic without spending a lot of money. Then you went on, well I think that was really important to have these keywords sets in inventory, but you're going to miss out on the whole search continuum if you do only that. You also went on, with this intelligence, you can make money with the keywords that are more competitive. So your guideline then, as you went on, is to look for a deep focused comprehensive set of keywords, in a fairly tightly focused set or group.

Dr. Glenn Livingston: Yeah.

Russell Wright: Let's get a little bit into this search continuum thing, because I think it's really fascinating. Can you encapsulate what you're talking about through all your videos and body of work, what the search continuum is?

Dr. Glenn Livingston: Boy, I think we could talk for hours about this whole concept right here.

Russell Wright: That's what I'm hoping.

{laughter}

Dr. Glenn Livingston: Okay, let's start out by just depersonalizing and just giving a better example about what I mean when I say that there's a conversation behind every keyword.

Russell Wright: Absolutely.

Dr. Glenn Livingston: Because I've found in my research that there can be dramatic differences between things that seem like they're just the same. When I was a psychologist and I would be working with suicidal people, there were two different ways that people could present that they were feeling suicidal. One way, hey doc I'm thinking about killing myself and I wanted to talk it over.

Russell Wright: Mmhmm.

Dr. Glenn Livingston: Of course, you take that very seriously, and by the way, as a legal disclaimer, this is not advice about how to be a psychologist. But I found that when people would say, I'm thinking about killing myself and I want to talk it over, that there was thought involved and they were not really ready to kill themselves, but it was a thought that was scaring them. They felt like it was possible to reason their way out of the problem, there must be a solution.

Russell Wright: Sure.

Dr. Glenn Livingston: That's why they came for help. But, if somebody came in and said, hey doc I'm afraid I might kill myself, well that was someone that was much, much closer to action.

Russell Wright: Right.

Dr. Glenn Livingston: So then, I have to get the family involved and everything. So the reason I am saying that is because, you'll find keywords that are different by one letter or by one participle or something like that, that have dramatically different conversations behind them. Like someone searching for guinea pig, for example, is probably looking to find out what a guinea pig is, what it looks like, where does it come from, how big do they get, that kind of thing.

Russell Wright: Mmhmm.

Dr. Glenn Livingston: Whereas, if they're searching for guinea pigs, plural, they are more likely to be searching for how long they live, do they bite and are they good with kids? They are a little further along towards investigating guinea pigs and thinking about having them.

Russell Wright: Right.

Dr. Glenn Livingston: That leads me to the concept of the search continuum because if you do what I said, and you really develop a comprehensive focused deep set of keywords.

Russell Wright: Mmhmm.

Dr. Glenn Livingston: You survey each keyword and you drive it to a page in such a way that you can link the survey back to the keyword that it came from. You will find out what they various conversations are behind all the keywords and there are ways that you can tell how people are progressing from keyword to keyword to keyword. So in the guinea pig example, maybe someone searches for guinea pig and they're looking for the basics that we talked about. Then they search for guinea pigs and they are a little more involved and want to know how long they live and is it okay for their kids and do they bite and that kind of thing. Then they maybe start to get more interested and they search for guinea pig care, to find out what specifically involved in caring for them, or guinea pig cage and how to build a cage. Then they get more involved and they think about where do you buy a guinea pig or where do you find a guinea pig to rescue, buy a guinea pig or guinea pig rescue.

Russell Wright: Mmhmm.

Dr. Glenn Livingston: it's a very simplistic example, but they are moving from guinea pig at the beginning of the continuum, to all the way up to buy a guinea pig at the end.

Russell Wright: This is excellent.

Dr. Glenn Livingston: Here's why this is *SO* critical.

Russell Wright: Mmhmm.

Dr. Glenn Livingston: The first is, that there are characteristics of the keyword at the beginning of the search continuum that make them more desirable to target if you can make it work, then characteristics at the end. At the end of the continuum, they're much closer to being ready to buy. People would say, why don't you just want to target the keywords at the end of the continuum, like buy a guinea pig and of course, you do target those, but that's what every other marketer is saying and every other marketer doesn't want to do the work of bringing people from the beginning to the end. They want to weed out.

Russell Wright: Exactly.

Dr. Glenn Livingston: Yeah and so, if you're waiting until they get to the end of the continuum, you're going to pay a price for that.

Russell Wright: Yep.

Dr. Glenn Livingston: It will be much harder to compete and this can be the difference. In guinea pigs its not dramatically different, it's like a 4X different from the end of the continuum to the beginning, but this could be the difference between five-cent clicks and one and two dollar clicks online, if you're talking about a pay per click environment.

Russell Wright: Sure.

Dr. Glenn Livingston: So, if you can get them at the beginning, you can take them off the market. You can take them out of the competitive environment, if you know exactly what to present to them. You can take them out of the competitive environment and then you, since you've studied the continuum so thoroughly and you know all the questions that they are going to be asking.

Russell Wright: Mmhmm.

Dr. Glenn Livingston: You can develop a bond with them, by slowly dripping on them with the answers to the questions that they're percolating in their mind already. They start to feel like your psychic and you got them for much less money. The thing is, anybody whose looked at the distribution of keywords in a focused deep comprehensive market, knows that the keywords at the beginning of the continuum, like guinea pig, occur in much more volume.

Russell Wright: Yes.

Dr. Glenn Livingston: So you get cheaper keywords, you get much more voluminous leads, you take people off the market and then you develop this bond with them, where they feel that you've saved them the time, energy, and frustration of having to search for everything they need to know about the guinea pig. Walla, you've got a much more profitable marketing process. Very often, you have a way to get into a market, when nobody else can.

Russell Wright: Mmhmm.

Dr. Glenn Livingston: Did that answer your question?

Russell Wright: Yes, it's a new concept for me. Although, I think that we have models at Theme Zoom that emulate it, if not similar to it. What you're telling me is, the kinds of words in terminologies that people use in the beginning of the buying cycle, in the beginning educational phases of researching something, when you grab those, you're able to, if the information is high quality enough even emotionally intelligent or surgically targeted to their needs, then you have the chance of basically keeping them through the educational process and ultimately leading to the sale as the keywords evolve and change towards refined questions, asking the right questions.

Dr. Glenn Livingston: I'll give you a more profitable example.

Russell Wright: Okay.

Dr. Glenn Livingston: Let's say you were trying to get into the migraine headache market.

Russell Wright: Mmhmm.

Dr. Glenn Livingston: There's a headache medication, *Perry Marshall* talks about this, called *Imitrex* and it's kind of a miracle pill and for a lot of people it just takes headaches right away. I think its something like five bucks a pill.

Russell Wright: Mmhmm.

Dr. Glenn Livingston: Wouldn't you know that if you're bidding on the word *Imitrex*, that's going to be several dollars a click, five bucks a click, because it's easy to sell a continuity program on it. So its very, very, very difficult to compete in the migraine headache market, if you're going to go right for the words at the end of the continuum like *Imitrex* or even migraine headache medication, because those are being typed by people who are already looking specifically for *Imitrex* or migraine headache medication. You could go a step down the continuum, look for migraine, that's still kind of expensive, because there's a lot of pain involved in migraines and marketers know that. There's a lot of competition around that. But the word headache is not that expensive to target. So if you understand the process that people go through when they first start

researching, how to solve their migraine headaches, you can figure out how to ferret out those people. Then you can take them off the market when they are first typing in headaches, maybe twenty or thirty cents a click and be selling them these five dollar pills, which everybody else is trying to compete for four or five dollar traffic for.

Russell Wright: Yep.

Dr. Glenn Livingston: So that's what I mean.

Russell Wright: Excellent, that's really a real similar model that we have. It's almost like a sideways model of what we are doing with siloing. I find it very fascinating because you do most of this kind of surveying through pay per click model, correct?

Dr. Glenn Livingston: I do.

Russell Wright: Mmhmm. So you're basically using Wordtracker and using other keyword research tools, creating a cluster of keywords and basically setting up a fairly intense, it has to be above a certain amount of frequency or high volume of query on that keyword.

Dr. Glenn Livingston: Well, actually, I have a couple of questions for you, but this is an opportunity to learn because I think I feel vulnerable relying on *Wordtracker* primarily. Lately, I use *Keyword Discovery*.

Russell Wright: Sure, those guys are great. We have relationships with several keyword research tools out there and yeah, everybody provides different kinds of data for different reasons.

Dr. Glenn Livingston: So the focus that I've had is on the conversation in peoples heads and how do you get the information from each keyword.

Russell Wright: Mmhmm.

Dr. Glenn Livingston: Also, we'll talk more about segmenting and other things you can do.

Russell Wright: You bet.

Dr. Glenn Livingston: But I'm always basing that on a focusing deep market that I research via word tracker and overture and keyword discovery. Now I'm starting to understand, in the last month or two, when I'm looking at your work and I see something, that really there is a whole cadre of keywords in any niche that I'm really missing in the long tail. That I'm not really getting from *Keyword Discovery* and *Wordtracker* and that if I were to be including the search engine synonyms and really following your method that I would integrate that with what I'm doing on the front end to have a much more

comprehensive keyword list. But I would probably have markets that were 50-100% more profitable.

Russell Wright: Yeah, well I have to say that when my salesmen staff members watch your videos, you kind of blew our minds on some stuff. You're way more educated in just market segmentation and this market intelligence, that's what you do professionally. While I have a background, I'm a member of a market research firm, that's kind of their token SCO and keyword person, you brought some things to the table, which really help expand. We actually had a meeting independently on some things that we can add, just kind of integrate, to take the basic knowledge, what it is that you're trying to do and how you use pay per click. Now that we have a pay per click management system being integrated with *Theme Zoom*, we realized that anytime you automate a module or take some of your methods into software that would be an ideal way to use a bid management system. But yeah, let me just put it right on the table. There was something that you said, that we realized, you weren't really working that hard to create your keyword lists.

Dr. Glenn Livingston: I'm really not.

Russell Wright: It was kind of funny, because then you said, in the same breathe, that you made up to \$10G a month, per niche. Honestly, compared to the keyword lists that I've seen from some of my students, don't get me wrong, I understand that you have a huge profit and a huge amount of patience that most new people lack. And anyone who purchases your DVDs, which I strongly recommend for my students that are starting to experiment with surveying and market research at a higher level, who already have the basis of online. Although some of you, who are niche mining and do that. It's just very interesting to me Glenn, that your keyword research is not like really the focus of your system, so when you really gear up your keyword research, it's going to put the system that you already have on steroids.

Dr. Glenn Livingston: I think that as well, yeah.

Russell Wright: There s a contradiction that I'm looking at here, because this is new, like really honestly no ones ever done what we're doing right now, as far as software is concerned. We actually literally had to flip over our sparse matrix. In other words, the way that we were looking at the long tail index, when you look at the graphs on our walls and our white boards and stuff, you'll see a long tail wave, and then you'll see the inverse of it where other keyword converged. We'll take the apex point or the conversions point of two different keywords and try to find out where the market conversion is. Then do research on those and so we are looking at the whole long tail industry. Its funny because, your market intelligence is based on making sure that you have a high enough frequency of queries for a term, before you'll even buy, because otherwise you don't have enough time to do market surveying on that term.

Dr. Glenn Livingston: The reason why is, I was really looking to develop a structure and stable business and it occurs to me that, sure its good to look for low hanging fruit, to

look for keywords that don't have a lot of competition, but if that's your real entry into the market...

Russell Wright: Yeah, exactly, that's not a driver and we agree with you. What I'm saying is that as we develop our system, which is silo architecture market intelligence method and as we also integrate the perpetual keyword traffic machine that we're kind of building. We actually have a specific name for every type of keyword, wherever it is in the process, or what I call the perpetual keyword cycle. Again. These are just kind of silly names for trying to bring to market a system, that keywords go through transformation in your process of conversion and as far as, when you should drill down into them and when they become something new. What's interesting to me is that, because in the survey process, you're looking for the keywords that have a high frequency of traffic, a lot of things in the keyword list that I saw you brought up, were not worthy of really doing survey on them. You would agree with that because you just wouldn't have enough time to be waiting around for six months, instead of what I think three months or two months is what you're willing to spend on that.

Dr. Glenn Livingston: Uh-huh.

Russell Wright: But there's this huge list of what we call long tails that do not have high enough frequency query, or they're not high enough traffic. In our model, what we do is, and this is the reason that *Theme Zoom* was basically built, because I was dealing with corporate clients who were spending \$150,000 a month on Adwords. You know, they're paying fourteen dollars a click for certain words, but they were already number one and sometimes ranked more than once for terms that cost, whole long tails and categories and themes for those terms that they were bidding on them twice. Not that there's anything wrong with that, but there was just, they had no choice, but they didn't know. They couldn't keep track of all the data of what they were ranked highly for, across all of the content, themes, and what they were paying for. What's interesting about that is, if you take the long tails that really don't make sense to use in the survey and actually put them in an article or content somewhere in your silo, so that they're there, you're going to rank for them very, very quickly. The most powerful thing that I walked away from, watching your keyword stuff is that, you talk about it as inversely proportional, in other words, the lower frequency or long tail terms, low frequency queries, tend to have a higher response rate, and/or sometimes even conversion rate, which leads to a sale.

Dr. Glenn Livingston: Oh yeah.

Russell Wright: Well that makes sense then. Then I came up with, I walked away with that saying, okay well, long tail keywords and what we call expert verbiage at *Theme Zoom*, are accumulative, meaning if they're high quality, they're on your site, you're going to rank for them very quickly if you've got them included in your article, in your silo or in your directory structure. It's not that difficult to include some of these terms, then your conversion, not using pay per click, not paying for those terms, is going to be pretty accumulative. You're going to start ranking highly across a lot of terms,

concepts and themes that are expert verbiage and that, or long tails to those niche interested parties. You're not even going to really even pay for some of those terms. Meanwhile, you can test them in a silo structure, because we also teach siloing, as far as, pay per click and ad groups.

Dr. Glenn Livingston: Russell, for people who might hear this audio from other than *Theme Zoom*, could you just briefly explain what siloing is?

Russell Wright: Yes, absolutely. This is why I am so excited to work with you, because you ironically have probably given the best description of siloing that I have ever heard. Siloing is something that I learned from my SCO mentor, *Bruce Clay*.

Dr. Glenn Livingston: Wow.

Russell Wright: Yeah, *Bruce Clay* was my instructor for optimization that I studied virtually with him.

Dr. Glenn Livingston: That's impressive.

Russell Wright: Well, he's been out there for a while and he's actually just a really terrific guy and he really understand data cubes, like the three dimensional aspect of how everything's connected. He owns the SCO tool set program and he was one of the first SCO's out there. I learned a lot from him. He was the first one really to invent the idea of the word silo, I mean, siloing is used in Corporate America for other things, like partitioning of departments and divisions and spreadsheets and using different illustrator programs. Silos are considered the way to segment on theme from another. There's also silo hierarchy and database technology and kind of geek speak, for programmers use it. But in a nutshell, siloing is the way to distinguish one idea or concept from another. In one of your videos, what you said about it has driven me to write a paper called the child's psychology of keyword lists and silo's. Basically, what you said is that, the process of organizing keywords corresponds to the process of the development of thinking.

Dr. Glenn Livingston: Yes.

Russell Wright: You can think of it in the way that a child develops their own thinking, for example a baby, when children first start to learn how to think, they put things in very broad categories. So the first time they are exposed to something, for example, something that's fuzzy or furry, they say doggy, because that's what they associate it with. So everything has a dogness to it. I'm just giving my own example. But basically you said, that they'll point at anything, like a cat or a couch and they'll say doggy. So they categorize everything under that single broad theme, until their brains, tell the neuron genesis of their growth has actually allowed them to understand the relationships or more specific or long tailed associations tied to that broad theme. They'll soon learn that cat is not dogness, and they'll have to create a new silo for cat in their brain. {chuckles} Does that make sense?

Dr. Glenn Livingston: Oh, yeah. So what you're trying to do in any market is the experience that you have whenever you're researching a new market is very much a kin to the way a child feels.

Russell Wright: Mmhmm.

Dr. Glenn Livingston: In that, you're first becoming exposed to all of these different keyword concepts and then kind of organizing them into categories and relationships.

Russell Wright: Yes, exactly and here's the crazy thing. It's not only the way that a child thinks or the way that we're trying to organize like *Bruce Clay*, its kind of the way the universe works.

Dr. Glenn Livingston: Uh-huh.

Russell Wright: Therefore, mathematical algorithms, silo theories and technical, especially the way that *Google* works in page ranking and the way that they work with the hill top method, which has been pretty much mathematically proven to show that ranking and theme tends to be. There's a lot of controversy right now in the industry, but it seems to pass through the site in general, through the topics and hierarchy of the site. Some people are talking about as more off the them affects right now. But there's been a lot of movement towards recognizing that, if you had dog at the top of your category, on your website and everybody else on the web is using the word fuzzy or furry, to talk about dogs. This is accumulative effect, called laden semantic indexing, along with what we are now pointing out, theme density, to kind of distinguish people who really know what they are talking about, when they are referring to dog and people who are really still trying to figure out if cat and dog are the same thing. That's what distinguishes a subject matter expert. Basically, silos are the same things that keep your theme clear in a silo architecture and prevent you from bleeding ideas across different concept. The more clear you are about what you're talking about and what your theme is, the more that *Google* seems to love you.

Dr. Glenn Livingston: Got it. Can I just repeat back to you what I think I understand in English?

Russell Wright: Uh-huh.

Dr. Glenn Livingston: If you do the work to develop a comprehensive depthful keyword list and you understand the way that those keywords are organized in the market.

Russell Wright: Yes.

Dr. Glenn Livingston: Which keywords are like other keywords? Which belong in groups, which belong separately and then you set up your site in such a way that its clear

to *Google* that you've got directories for those different groups of keywords and the relationships between the directories match the search patterns that we're observing in the market themselves.

Russell Wright: Right.

Dr. Glenn Livingston: Then, you're going to rank much higher, not only are you going to rank much higher, because the psychology of your websites, so to speak, is now going to match the natural way that people think about the market.

Russell Wright: That's absolutely correct, high ranking, high traffic, high response and high-qualified prospects, tend to be all be merged into a single concept, which is your actual sale.

Dr. Glenn Livingston: Yep.

Russell Wright: Never before has anyone ever really started talking efficiently, including us, we're still working on it. That's why your work was so refreshing, it's how to efficiently educate the masses on that, what we call the Great SCO contradiction, or the four contradictions. That somehow, high ranking and high traffic or what you call high frequency, are necessarily the same thing, but if there was a way to merge it all, it would be what we are calling the silo architecture method or, basically, the silo architecture intelligence method. You can do everything at once, with great planning. You can do your technical layout of your site, while you're also, what I thought David called trial by fire. That's why we've added a risk management system in there, because really you can dump a bunch of keywords, which we actually label and keep track of, in the current software we're designing. We don't want to forget that, the keywords that you're using in your pay per click campaign and testing are different then a keyword that's showing up in your web log file. We actually keep a distinguished difference between those two until they become what we call, the finally holy grail of keywords, which is a money term. Which means, they've actually measurably snapshot created an actual sale. There's cash in your bank from that term.

Dr. Glenn Livingston: Got it.

Russell Wright: That's trackable. And until it reaches that point, we don't change the name on the big board on that keyword. {chuckles}

Dr. Glenn Livingston: Understandable, yeah.

Russell Wright: So it's a cycle that we actually watch everything. While I love the idea of trial by fire, we call it a little bit different, but it really is that. As soon as you have, what we call high response keywords, either the click through rate is high or even the conversion to sales is high. We'll drill into those and take the search engine provisions, and kind of create a little bit of a faster way, we think, of coming up with some concepts and ideas for tightly grouped keyword lists around certain market

segments. If we have terms that do not have high enough frequency to warrant a huge survey project, then what we'll do is as we build our master site, we'll put the long tail on one of the lower pages in a directory in the silo, just to make sure that we cover it and submit it to the search engine. So that, although we might not be paying for it in pay per click, we're darn sure going to get the traffic for it, because we are probably one of the few people addressing it to the satisfaction of the market.

Dr. Glenn Livingston: Got it. Russell, can I address a couple of things that you've discussed and try to integrate it with the survey methodology that I've been describing.

Russell Wright: Yes, please.

Dr. Glenn Livingston: Okay, the first one was, the idea that when we add the *Theme Zoom* technology to keyword research, that we're going to wind up with a more comprehensive list with a lot of lower frequency terms that may not have enough traffic to survey in a reasonable time frame all by themselves.

Russell Wright: Mmhmm, yeah.

Dr. Glenn Livingston: And yet, we still know that there's traffic on those keywords and its probably more responsive traffic, because the longer tail...

Russell Wright: Fascinating, yes.

Dr. Glenn Livingston: That the three, four or five word phrases, are probably people that are at the end of the search continuum, and closer to a buying decision.

Russell Wright: Excellent, right. That's it.

Dr. Glenn Livingston: So the way that I will be integrating that to my process is, where possible, I will probably roll up those terms to their closest kissing cousins...

Russell Wright: Uh-huh.

Dr. Glenn Livingston: And survey them as part of the group, which is a small sacrifice in terms of the keyword-by-keyword intelligence that I like to have. But it gives me some understanding of those terms.

Russell Wright: Right.

Dr. Glenn Livingston: Secondly, if I've surveyed the height of the market curve, the more frequently searched terms and I've got forty or fifty of the more frequently searched terms that have a fairly thorough understanding of the search continuum from that. The odds are that if we add traffic nets, viseves the long tale keywords that come from your process that we're going to be hitting 80-90% of the benefits that they're

looking for anyway. So, it becomes a source of extra traffic that's going to a machine that's already converting better than everybody else is converting.

Russell Wright: Exactly.

Dr. Glenn Livingston: Okay.

Russell Wright: That's fascinating too, because we have to keep in mind for my users Glenn, I just want to tell everyone at *Theme Zoom*, this is a market research method in as far as what Glenn is showing us. In other words, there's no website out there yet, on the internet, usually and maybe sometimes, to even add actual content to. What's interesting is, let's say that you surveyed the market and found out it's viable, you're going to have a massive list of compiled long tails that you can use later if you decide to create a portrait site or a main site.

Dr. Glenn Livingston: Yeah. The other concept that you talked about was the idea of trial by fire, and one of the main principals that I've integrated into my method is not wanting to get burned, because I'm primarily an advertiser, not a search engine optimizer.

Russell Wright: Yeah, got it.

Dr. Glenn Livingston: I wanted to minimize risk and losing 2 million dollars was not fun.

Russell Wright: I completely understand. {chuckles}

Dr. Glenn Livingston: So, I've found that when I run these surveys by keyword group, that the proportion of people that respond to the survey are indicative of what percent of people are going to be willing to sign up for a newsletter later on.

Russell Wright: Mmhmm.

Dr. Glenn Livingston: Or fill out a lead generation form, which is indicative, or at least proportional, to the number of people that are going to eventually buy a product.

Russell Wright: Right.

Dr. Glenn Livingston: So, I can usually get 5% of the people that sign up for a newsletter to buy a product if I work the topic correctly. So what that gives me is, a matrix, a measure, a percentage on every keyword as I'm doing the survey process, before I invest the time to build a site and develop a product and put more time and energy and resources into the campaign. It gives me the ability to figure out, which pathways are likely to be most profitable.

Russell Wright: Mmhmm.

Dr. Glenn Livingston: Then I'll go through and I'll kill all the pathways that are looking least responsive and that's the primary reason that I've been able to come through and have the hit rate that I've had, which is 85-90% profitability.

Russell Wright: Yep, right.

Dr. Glenn Livingston: Because, I am ruthless about killing the unprofitable pathways and I might try them later on once I've got a profitable system.

Russell Wright: That really is extraordinary that you're doing that. Again, all those numbers and formulas are in your package, right?

Dr. Glenn Livingston: Oh they are, sure.

Russell Wright: I have one question for you, are you bidding on multiple pay per click search engines, or are you only using one when you are doing the survey?

Dr. Glenn Livingston: Up until early this year, I would only do the survey on *Google* and sometimes I would syndicate it to the *AOL*, *EarthLink* and *Google* syndication programs, because I felt that that was the purest form of quality traffic, I could find.

Russell Wright: Mmhmm.

Dr. Glenn Livingston: I did some experimenting with Overture traffic and I felt that it was lower quality, less targeted. That's my experience with the survey, so I would kind of, make the laboratory the *Google* environment. *Google's* page rank algorithm has just trained all of the searchers that it's the most hyper-relevant place.

Russell Wright: Yup.

Dr. Glenn Livingston: So I find it the best place to get a concentrated focus burst of market intelligence.

Russell Wright: Definitely.

Dr. Glenn Livingston: More recently, as I'm going into much, much, much more competitive markets, where I'm spending maybe \$20,000 on a survey and taking the time and energy to separate all of the major pay per click engines and also separate content networks traffic from regular pay per click traffic, so I can determine whether there is a difference between them. I'm also doing things like recording the time of day.

Russell Wright: Oh, time delimited.

Dr. Glenn Livingston: Yeah, so short answer is that I've had my success rate based on *Google* alone, so I think it's the simplest thing to do.

Russell Wright: Yeah, that makes a lot of sense. What I think is the most fascinating thing, is in my opinion, you're definitely the most prolific market intelligence guy out there, as far as market research and niche mining, but I would even put you in that category of niche mining, its' kind of comprehensive what you do. To the *Theme Zoom* members, the real power to the system that I see is that you're really basing the idea of even creating a site at all, or pursuing the naturalized search on the response rate, or what we call the lower left quadrant of the four H's, which is the high response. If the high response doesn't meet the formula that you've created, it's not worth even going after. Of course, the proof is in the pudding and the proof is in the money being made and when you hit it you hit it and you know you do. I find that a really important concept that I want to train my *Theme Zoom* community on, so that instead of thinking in terms of only high traffic, I want them to really be focusing more and more on high response.

Dr. Glenn Livingston: Absolutely, it just makes sense in terms of risk management and it was a necessity for me, when I lost all that money and I was very deeply in debt, behind the eight ball.

Russell Wright: Mmhmm.

Dr. Glenn Livingston: It was a real necessity for me, but then it became an obsession.

Russell Wright: Another thing that I'd like to also look at, at the end of your book, you have an overview of the whole process. Could you run down the entire process without compromising anything? I feel like we left out a little bit of the whole *Livingston Survey Process*, out of it.

Dr. Glenn Livingston: Sure, sure. Yeah, and even the devil is always into details.

Russell Wright: Yeah, of course and that's for sure with your stuff.

{laughter}

Dr. Glenn Livingston: So you go through and you do your keyword research. Then you organize your keywords to the best of your ability by obsessively putting them into groups.

Russell Wright: Right.

Dr. Glenn Livingston: Going through many passes according to the top child psychology development theory you discussed before.

Russell Wright: Okay.

Dr. Glenn Livingston: Until the market makes intuitive sense to you and to the best of your ability, you think that you've organized them into meaningful keyword groups.

Russell Wright: Right.

Dr. Glenn Livingston: All the keyword groups have to have a good chance of producing thirty-five surveys a month. So my rule of thumb for that is I just start with two thousand searches and every keyword group should represent two thousand searches, but because lower frequency keyword groups get high response rates, it's not really something that you can be black and white about.

Russell Wright: Right.

Dr. Glenn Livingston: You can adjust that when you get into the market. I'll make a brief mention that there's a corollary to doing this offline, with any type of medias, so I wouldn't want people to think its just for online, but if you're already so keyword focuses, I'm only focusing on that today.

Russell Wright: Mmhmm.

Dr. Glenn Livingston: And you set up Adwords that correspond to every group. Adwords that correspond to every keyword group and you drive those to a separate survey page. It's really the same survey, but you code it in such a way that you know where traffic came from.

Russell Wright: Right.

Dr. Glenn Livingston: You made a couple of changes to the page, so that it's consistent with the keyword. And, on that survey page, which should in some respect, mimic your sales process. If you're planning to sell via a long direct response letter, then you should have a moderately sized direct response letter in your survey.

Russell Wright: Okay.

Dr. Glenn Livingston: You drive them to a survey and I ask generally six or seven questions. I've got a bunch of different types of surveys and when you ask them more questions, you get more intelligence but you biased the sample, only towards the absolute most interested people.

Russell Wright: Mmhmm.

Dr. Glenn Livingston: So I find that that compromises you at six or seven questions. One of the questions is always the classic, please tell me the more important thing on your mind about guinea pigs or whatever your keyword is.

Russell Wright: Mmhmm.

Dr. Glenn Livingston: I'll also ask them why. Why were they searching, because if I know that a mother is searching about guinea pigs because her son's hamster died last week, she was only six weeks old, and she wants to know how long guinea pigs live?

{laughter}

Dr. Glenn Livingston: Yeah, it really provides you a more powerful context for crafting the mood and tone of your message, then if you just ask them what their most important questions is.

Russell Wright: Right.

Dr. Glenn Livingston: I'll ask them how difficult it's been for them to find the answer, and this is the key point that everybody seems to miss.

Russell Wright: Mmhmm.

Dr. Glenn Livingston: In general, if you look at how people conduct surveys and how they interpret them, they interpret them on a univariant level, which means, they think that the gold is in the questions themselves. The gold is not really in the questions themselves, it's in the relationship between the questions. So what I mean by that, is that if you ask people how difficult has it been for you to find this information...

Russell Wright: Right, its regression analysis.

Dr. Glenn Livingston: Yeah, you can do a regression analysis absolutely, but the most powerful thing to do, or among the most powerful things to do but on a simplistic level, you can just pull out all the people that said the questions were difficult to find and focus on those and then see what they actually say.

Russell Wright: Okay.

Dr. Glenn Livingston: That blasts right through; I think the number one marketing illusion. The number one marketing illusion is that the frequently asked questions are the thing that should be the focus of your sale effort. And if you focus on frequently asked questions, what you're doing is you're focusing on what we call price of entry benefits, which are things that every competitor in the market, has to have in their product offering in order to be even considered. But, you're not focusing on point of difference benefits, which are the thing that people are more likely to open up their wallets and pay money for.

Russell Wright: Uh-huh, okay.

Dr. Glenn Livingston: Yeah, it's a very big deal.

Russell Wright: That's a huge deal, yeah.

Dr. Glenn Livingston: It's a fundamental flaw in most survey them and sell them methods.

Russell Wright: Yup.

Dr. Glenn Livingston: Because what happens frequently is, the most frequently asked questions are things that are offered for free. People can find in the organic search listings in the first stage of *Google* and why are they going to pay money for that?

Russell Wright: Of course.

Dr. Glenn Livingston: So when I'm asking about difficulty on a survey, I'm not only doing that because I want to gauge the overall difficulty and frustration level in the market, which I do. But I'm doing it because I want to be able to identify which questions are most difficult for people to answer. That really helps me to prioritize my sale messaging.

Russell Wright: Mmhmm.

Dr. Glenn Livingston: Then I'll ask demographics and if there's anything that I really know takes priority in the market. Like for example, in guinea pigs, it would be important to find out whether people have ever owned one before, or whether they have one now. Maybe, how old the kids are, something like that.

Russell Wright: Mmhmm.

Dr. Glenn Livingston: Or if they are searching for themselves or if they are searching for their kids, because it's much different to market to a nine-year-old boy, verses marketing to his mother, by the way, I don't generally market to nine-year-old boys. {chuckles}

Russell Wright: I hope not.

Dr. Glenn Livingston: So I ask a set of questions, and it's not a very complex survey, it's the one page survey and I don't offer any incentive generally, other then the answers to the questions they're looking for. So, I'll tell them I'm writing a book and I'll send them an electronic copy. If you were doing this on an existing business and you were selling cars, then you might offer them an extra \$100 off a car if they bought it from you or something like that. It should be a significant number, but the point is that, you don't want to bias their intentions. Because if they got to the page by looking at a teaser ad that said, everything you need to know about used cars and then you offer them a \$100, not off of a used car, but you just offer them \$100 to take the survey, or \$10 to take the survey. Well, you don't know if they are taking the survey for the money or if they are taking the survey because they really want the information. And you want your sample to be reflective of people who really want the information.

Russell Wright: Exactly, okay.

Dr. Glenn Livingston: So, every keyword goes through a survey process just like that. Every keyword group goes through a process like that. Then I spend some time killing profitable pathways and examining the responses and making sure, they are high enough quality to continue. Then I'll let the full survey run. I like to get a lot of responses, because I do a lot of analysis on the back end.

Russell Wright: Okay.

Dr. Glenn Livingston: There's always tradeoffs you can make if you don't have the money or time, but I prefer to have it at a thousand people in my surveys. Then when I analyze it, there's a lot of things that I do, that other people don't. I'll try to do this quickly.

Russell Wright: That's okay, if you want to expand on those, break those down.

Dr. Glenn Livingston: Okay, one of the first, most important things that I do, is called open-ended coding.

Russell Wright: Mmhmm.

Dr. Glenn Livingston: I told you that the gold of the surveys and the relationship between the questions.

Russell Wright: Right.

Dr. Glenn Livingston: If you've got this open-ended question, which is, what's your most important question about a guinea pig or what's your single biggest frustration in searching for a used car? Well, people can answer anything they want to and so it's hard to do a mathematical grouping and sub grouping in looking at percentages, when you can't break that question down. So, I've got a procedure for breaking down open-ended questions like that into manageable number of categories for the answers.

Russell Wright: Yes.

Dr. Glenn Livingston: Then, I look at which categories comprise what percent of the market, and which categories are given by people who are having more difficulty finding that information. I'll look for people who left their phone number, because if they'll leave their phone number, they are much more likely to want a relationship. That's an indication that the problem is of a severity, if you're building a lead generation and you're planning to do telemarketing to the people who fill out the form. Then it's essential that you really focus on the people that leave their phone number in the survey, because other wise what will happen is you will build a lead generation form that will attract people that won't be receptive to telemarketing.

Russell Wright: Right, exactly.

Dr. Glenn Livingston: So, I'll analyze that survey, six ways to Sunday. I will cross tabulate it. I'll break it up into groups and subgroups. I spend a lot of time looking for hyper-response buyers.

Russell Wright: Mmhmm.

Dr. Glenn Livingston: If you know anything about the 80/20 rule, and you kind of turn it in on itself, or anybody's had any experience qualitatively in business knows, that probably about half your profits in any business, when you do it correctly, comes from maybe one, two, three percent of your buyers.

Russell Wright: Yep.

Dr. Glenn Livingston: So it's essential that you really understand and focus your sales and marketing efforts not on the market as a whole, but you really have a biased toward what the hyper-responsive people are going to want. So I'll tag for hyper-responsive people by, for example, looking at everybody who left a long detailed answer, gave me their phone, and said the information was hard to find.

Russell Wright: Right.

Dr. Glenn Livingston: This is one of the reasons I need to have so many people on the survey, so I have a large enough number of hyper-responsive's to look at. Then once I've tagged the hyper-responsive questions, then I look to see what questions they're asking. I'll look to see what their demographics are. I will look to see if they belong to, are they more the guinea pig owners or guinea pig prospect and I'll find out everything I can possibly find out about the hyper-response people so that I can design sales processes for them.

Russell Wright: Mmhmm.

Dr. Glenn Livingston: Then the last, very important thing that I do is I reverse engineer the search continuum, this is a key point that nobody really does, until they've studied it for a few hours, but I'll try to say it as simply as I can.

Russell Wright: I'm all ears.

Dr. Glenn Livingston: Okay, so we've talked about the search continuum and how there's all these keywords and that the flip side of those keywords are conversations in people's heads.

Russell Wright: Yep.

Dr. Glenn Livingston: Now, what you can do is, when you ask people what their most important question is, when they come through from a particular keyword like guinea pig.

Russell Wright: Mmhmm.

Dr. Glenn Livingston: What you'll find is a certain percentage of them won't just give you just one answer.

Russell Wright: Right.

Dr. Glenn Livingston: A lot of them will give you multiple utterances and if you coded your answers for categories like I talked about, what you can do is run a very simple statistics that you can find in a spreadsheet.

Russell Wright: Mmhmm.

Dr. Glenn Livingston: *Microsoft Excel* has a little formula you can use there. You can create a correlation matrix, which is nothing more than showing you, the relationship between the categories. So you can see which concerns stick together and which ones are propelled apart.

Russell Wright: Got it.

Dr. Glenn Livingston: And it's a very rudimentary way, but very effective way, of doing market segmentation. So it's not practical that, in the ultimate ideal scenario, if you had the unlimited resources and time to put together a sales process, you would have one opt in page and one sales letter and one follow up sequence for every single keyword group.

Russell Wright: Yeah, absolutely.

Dr. Glenn Livingston: But it's not practical to do that, so what you want to know is, what are the best compromises that I can make? Most marketers do this, if they do it at all, just by taking a qualitative understanding of what the difference groups of people are.

Russell Wright: Right.

Dr. Glenn Livingston: But it's much more effective and more accurate to look at the statistical relationships between the concerns that people are submitting, so that you can, kind of, draw circles around, like in guinea pigs you'll find there's a group of people that already own a guinea pig and need care for guinea pigs. There's a group of people who are searching for information and really want to know if they can buy one for their kids. There's a group of people that want to breed guinea pigs and all these people have very distinct needs and concerns. The reason this is so powerful and one of the more powerful things that I've done is if you have any experience marketing in *Google*, with *Google*

Adwords and you've broken things up in top separate groups and you realize that when you write a separate ad for a separate set of keywords that you get a much higher response.

Russell Wright: Yep.

Dr. Glenn Livingston: The reason for that is that it increases the, this is exactly for me, response and it decreases the frustration that people have in waiting for irrelevant information.

Russell Wright: Yep.

Dr. Glenn Livingston: So, if I don't have to bother the people that are searching for guinea pig breeding about how to build a guinea pig cage or how to take care of a guinea pig, you know all the things they already know about.

Russell Wright: Yep.

Dr. Glenn Livingston: Their investment of time and energy is going to be so much less and they are going to have the experience that I give them exactly what they want as quickly as they can possibly get it.

Russell Wright: Mhmm.

Dr. Glenn Livingston: That's why, it's worth taking the time and energy to analyze these surveys. To do this gives market segmentation, because what you think of as one market I can almost certainly assure you is more like three or four different segments. And you can dramatically boost your response, if you can figure out what those segments are accurately and then set up a little traffic light and drive people into different sales streams based upon that.

Russell Wright: That's really interesting because what you're doing goes above and beyond keyword research or data mining all together. You absolutely require feedback from the market itself. What I find interesting then, is you actually had to create a process, like that portion that you call the *Livingston Survey System*.

Dr. Glenn Livingston: I'm calling the whole thing the *Livingston Survey System*, as a whole. I wouldn't want to be grandiose and say that I made up everything here.

Russell Wright: You know, integrating it. I would say you have.

Dr. Glenn Livingston: As a whole package, absolutely, but the coding of open-ended questions and cross tabulating, I learned that when I was getting paid \$100,000 to \$200,000 a project for big companies and that's been around for fifty years.

Russell Wright: You can't do anything unless you cross tabulate. What's interesting is the emotional aspect. I was laughing a little bit about this. It was pretty fun watching your videos, showing the categories and the questions and open-ended stuff. You know, I think it probably takes some practice, just figuring out where to stick the questions.

Dr. Glenn Livingston: Then the last part, which is actually extremely important, is, all of this stuff, remember, fits into the category of what do people say is on their mind that they are looking for.

Russell Wright: Right.

Dr. Glenn Livingston: Now the reason that this is better than, just asking people in a super market or something, what they are there to shop for is that, they've been pre-qualified as coming through an ad at a reasonable cost, making an effort to read a survey and filling out a form.

Russell Wright: Right.

Dr. Glenn Livingston: But we are also going to later, when we launch new testing and tracking in the more traditional way to find out what they do.

Russell Wright: Mhmm.

Dr. Glenn Livingston: But before that, I want to move into the qualitative aspect of what people say, this has all been very quantitative and it gives me a sense of the structure of the market and the size of the opportunities. BY measuring the percent of response to the surveys, it gives me a sense of where the market gaps are.

Russell Wright: Mhmm.

Dr. Glenn Livingston: And how big they are. Once I've got that structure and I have a fairly good sense of the segmentation of the market, what I want to do is, go out and actually talk to the people who took the survey in each segment.

Russell Wright: Right.

Dr. Glenn Livingston: So we'll do a little telephone groups and sometimes I'll call them individually. I'll remind them about what they said and I'll see the whole story about what they were looking for. I'll find out what happened since then. Did they make a purchase? What did they purchase and why?

Russell Wright: Mhmm

Dr. Glenn Livingston: What influenced that and then I'll even do some guided imagery exercises to get a sense of what the real emotional benefits are behind the rational features and functions that they said they were looking for.

Russell Wright: Mmhmm

Dr. Glenn Livingston: So that I can really paint a picture and tell a story in my newsletters and sales letters.

Russell Wright: Fascinating. Do you have kind of a guideline for the percentage of people that you end up calling, as to the total volume of responses? It is kind of intuitive or do you just kind of know when you got it? When you figure out what the markets after and you kind of know the emotional problems, challenges or wants are.

Dr. Glenn Livingston: I want to make sure I'm answering the right question. Could you ask me one more time?

Russell Wright: Well, you said that you do pick up the phone and actually call and try to interface with the market. You didn't give a sense of how much calling you did to talk to...

Dr. Glenn Livingston: Oh! I see, this is the qualitative end of the process, so I want to talk to enough people in each segment, until I feel like there repeating themselves. I usually record the interviews and when I get one interview that really to me represents a stereotypical person in that segment and I feel like I can smell them, see them, and know exactly what they want in their heart and their soul.

Russell Wright: Mmhmm

Dr. Glenn Livingston: Then I usually stop interviewing in that segment. The reason I do that is, when I was studying in copywriting, I learned that you always need to write to one person.

Russell Wright: Yep.

Dr. Glenn Livingston: So, you go through this whole survey process, but when it comes down to it, you need to have that image in your mind, to make sure you are matching the mood and the tone.

Russell Wright: Yep.

Dr. Glenn Livingston: If you want a percentage, I will find that in good markets, maybe 10-15% of the people who take the survey will leave me their phone number, maybe 20%, at most. If you get something that's way above that, then what that means is, first of all that there's probably more frustration in the market, more desire and you've kind of hit into something that could be a gold mine. But secondly, you should be integrating telephone into your marketing mix. I mean you don't have to if you don't want to, but I've been finding lately, that following up by phone in the actual marketing mix is a response tripler. When you get a really high phone number fill in, in your survey, that's an indication that these people want the contact if you're able to do that.

Russell Wright: I got it, wow! That's fascinating. Well, I have to tell say, definitely the most comprehensive, I don't even want to use the word niche mining, it's not isolated to that. I've been talking about your stuff off and on in some of our calls briefly for the last couple of months, so I know that my user base will be really excited to hear and see this. We are going to actually post a link, we very seldom cross promote or do any third party software's, but because of the value and because of the alignment with the overall principles, we're going to go ahead and post a link for our user base to look at your webpage. For those of you guys in *Theme Zoom* who can afford it. Especially if you're even remotely interested in purchasing a business, I know that some of you have talked to me about visiting business brokerages' and some of you are just dabbling and you've got money to spend. I would recommend you taking a look at everything in this video package. So do you have any more questions for us?

Dr. Glenn Livingston: I could ask you questions for hours and hours and hours.

Russell Wright: Yep.

Dr. Glenn Livingston: I encourage people to go over to the sites. There are hours of videos from the people who were actually at the seminar, to get a sense of their experience. I guess the only other thing I want to say Russell is, people seem to have pegged me as the niche marketing guy, as the guy who you go to before you're going to start a new business or project.

Russell Wright: Yeah, exactly. That's not really the way it is. I didn't want to come across that way.

Dr. Glenn Livingston: Certainly, this is a wonderful thing to do before you troll out a product or start a new business, but if you've got an existing business and you're profitable, or close to profitable and especially if you've got an email list which can be surveyed just as easily as keywords can be surveyed and segmented the same way.

Russell Wright: That's a good point.

Dr. Glenn Livingston: If you add this intelligence to an existing business process, you really can double your profitability, you really can.

Russell Wright: Can you give us an example of, you know, lets clear our palette from the whole niche mining, *AdSense* rage you know that's out there with the idea of how can I find a niche and make a bunch of money and all that kind of thing. I know you get some of those kinds of folks, but give me an example of someone who's got a successful business up and running, either on the internet. Give me an example of a business that is already intact.

Dr. Glenn Livingston: Okay, so let's say that you've got twenty thousand people on a house prospecting list. You've got, let's say, two thousand buyers and maybe you're

selling vitamins. Well, let's say all you have is the email address, a lot of times you'll have more than the email address, but let's say all you have is the email address. Well, the concerns, interest, frustrations, and problems that people are experiencing in that email list, probably could be segmented into a number of different categories and what you could do is, drive them to a survey. Ask them their most important question about nutrition or vitamin supplements, do your coding, and find out how difficult it's been for them to find each of the answers. What you'll wind up with is a prioritized list of concerns and you'll see where the real opportunities are for monetizing that email list.

Russell Wright: Mmhmm.

Dr. Glenn Livingston: And you'll figure out how you might be able to sub list those people so that one segment you'll find is interested in lowering their blood pressure. Another segment is interested in weight loss and the third segment is interested in preventing macular degeneration. Now you know, you send out an email, and you ask people could you tell you which one of these three most represents their biggest interest in nutrition. You put them all on sub lists according to their biggest interests and now all of a sudden you have three sub lists, which are very specifically about their interests and they are going to pay a lot more attention to those emails.

Russell Wright: Right.

Dr. Glenn Livingston: And you look at the specific concerns within those sub lists and you develop sales copy around those concerns. You've got people paying more attention to your emails and then you're driving them to pages which are more specifically about what they're interested in, to sell to them

Russell Wright: So all you're doing is using the same process to hone in on and create a more responsive market in a list that you might even already have.

Dr. Glenn Livingston: Yeah. Now Russell, if you've got a list of buyers and you had more information about them, like zip codes and phone number area codes and whatever other information you keep on your buyers list, specific products that they've bought. And then, you get the same kind of information about what's their concerns and what else are they looking to buy, well you can work it out that you tie all the information back together.

Russell Wright: Yep.

Dr. Glenn Livingston: So now, you can not only segment your list buy content concerns, you know, what they're actually looking for, but you can see whether there are any other variables in your database existing already that are predictive. So that maybe you find that the people on the west coast that are interested in preventing macular degeneration and there's some people on the east coast who are more interested in losing weight, I'm just making this up.

Russell Wright: Mmhmm.

Dr. Glenn Livingston: And without even having to get them to go through another traffic light. Now all of a sudden you can do a mailing to the west coast people, this is a situation where it may be a case for you to not do an email. But since you know specifically what that group wants, then you're only going to mail to the west coast about macular degeneration and your likelihood of response is so much greater. Maybe now you can make the economics work for a marketing method that wasn't previously viable. So, I mean, I could go on and on and on.

Russell Wright: Okay, let's just wrap up the call with this final question. Let's take a look at what's in the actual product that I received from you. I think it may have changed. There's a huge amount of material, I'm still going through it, I've had it for two months and I'm still learning stuff. There's a lot of things in there. There's like files for your computer. There's *Excel* spreadsheets, you name it. Also, coupled with a question that I had, that I've asked you offline, off the call, which is, I'm always eager to automate as much as I can, that's just what I do. But I know some of these things require human intelligence, but first of all, tell me the stuff that I get in the package, as far as, if I really just didn't want to try your system online. I mean obviously, do I have to write forms from scratch? Do I get assistance on sales copy? In other words, what kinds of tools are in that package right off the bat? Second of all, are you moving towards automating this process? Or do you see the possibility of *Theme Zoom* in the future, including a *Livingston Survey Process* Module or socket in our pay per click bid management system.

Dr. Glenn Livingston: Sure, I think that's actually kind of exciting to me.

{laughter}

Dr. Glenn Livingston: Okay, the short answer is that you do get templates and guides and assistance so that you don't have to do everything from scratch and there are outsourcing guides available to you, so that you know, if you want to use a one page summary and put something on *Elance* to get a vendor to organize your keywords for you or to put the surveys up for you, or set up your basic *Adwords* campaign, then you can do that. I would like to see people go through it once by themselves, because I always thing you can manage vendors better.

Russell Wright: Oh definitely and that's true with keyword research too.

Dr. Glenn Livingston: Yeah, but I was very cognoscente of the fact that people don't want to do this by themselves, time after time after time. So I made it all very modular and I created an outsourcing guide, one or two pages, for every module so that you can just hand it off to someone, to delegate it.

Russell Wright: Mmhmm.

Dr. Glenn Livingston: As we've had an influx of buyers and experience with people, they've been asking for services, it's been kind of hard for me to put it together, because I make too much money if I were to do this myself. But I've started to work with a company to put together the human services that you'll need to do the coding, a machine can't really do the open ended coding for you.

Russell Wright: No.

Dr. Glenn Livingston: There are algorithms that we'll try, but I find that they aren't really effective.

Russell Wright: No.

Dr. Glenn Livingston: So, there are human processes that just can't be substituted, but I do have a trained team and we will be providing that probably towards the summer of 2007, we'll have that rolled out.

Russell Wright: Excellent.

Dr. Glenn Livingston: We're in some talks to consider automating the procedure and maybe there's some way you can join the talks Russell.

Russell Wright: Yep.

Dr. Glenn Livingston: Because everybody really wants the software that does, what can be done for you. But everything here that I'm talking about, all the quantitative stuff, don't get scared by all the fancy words that Russell and I threw around.

Russell Wright: Mhmm, exactly.

Dr. Glenn Livingston: If you can do your multiplication, your divides, your addition and your subtraction, then you can work this out on a spreadsheet. I also have a module called preparing the report in a spreadsheet, where I show you step by step how to take an *Excel* sheet and analyze it. So, you really don't have to be scared of that and you don't have to buy any other software when you're done. You can expect the system to be a comprehensive system step by step with a flow chart that takes you from soup to nuts.

Russell Wright: Oh yeah, absolutely. I was incredibly pleased with the actual manual that came with it, the summary and even a follow-up, it was either a CD or DVD that says, you know, let me recap everything; you even called it something like that. I'm really pleased with it. Dr. Glenn, I've just had a really fantastic insight with this work and I'll continue to expand on this. I'm hoping to get you back on a call for Theme Zoom members, once I've had time to really dive deeper into what a union or an overlap of what you're doing and we're doing will actually mean for our algorithm.

Dr. Glenn Livingston: I would really look forward to that, and I feel like you've got a wealth of intelligence to educate me with. So, it would be as much of an honor for me to have the opportunity to talk to you again, too.

Russell Wright: Thank you. Okay, excellent, thanks folks. This is Russell Wright from www.ThemeZoom.com, signing off. Thanks for joining us.

{End File}

Thanks very much for your time and attention. If you would like to find out more about the Comprehensive Marketing Research System that I have used to succeed in market after market, please visit www.HowToDoubleYourBusiness.com.